Parliament

Promotion Calendar: January - June 1997

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
DIRECT DEFENSIVE (BLUE)		Coupon & Contest		Coupons & Continuity Offer		
DIRECT OFFENSIVE (BLUE)						Coupon & Continuity Offer
DIRECT OFFENSIVE (GREEN)						Coupon
RETAIL	B2GTF w/BB 1.0MM 75/25 B/G				2 Pk. w/Incentive 900M 75/25 B/G	
				Carton Insert Continuity B/G		
EVENTS		Winter Ski Party Zone				Summer Resort Party Zone
PRINT	←		75/25 Blue/Green			→
OOH	←		75/25 Blue/Green			→

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Source: https://www.industrydocuments.ucsf.edu/docs/xgnm0004